

352 Park Avenue South New York, NY 10010 (P)212-252-7001 (F)212-252-7021

BOARD OF DIRECTORS

Executive Committee

William D. Rader Chairman Charles A. Dana, Jr. President R. James Kraus Vice Chairman Adele C. Smithers Vice Chairman Carmel Fauci Vice President Denis I. O'Grady Vice President Anna Mae Skakel Vice President Frank Zachary Vice President Charles F. Smithers III Treasurer Emilie de Rohan-Chandor Secretary

Board Members

John, A Barone Marc Galanter, MD O. Aldon lames, Ir. Charles S. Lieber, MD Freeman McNeil III Thomas C. Quick Mary Ellen Sutherland

Robert J. Campbell, MD Chairman Emeritus

Founders

Nicholas A. Pace, MD Buford G. Peterson 1915-1984 R. Brinkley Smithers 1907-1994

Executive Director

Stacia A. Murphy

The New York Affiliate of the National Council on Alcoholism and Drug Dependence

Commissioner Rachelle Changer FILE COPY ORIGINAL
Federal Communication 1919 M Street NW Washington, DC 20554

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field. I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Vilma Benjamin

TO THE STATE OF TH

Dear Commissioner Chong.



Your Life Matters

352 Park Avenue South New York, NY 10010 (P)212-252-7001 (F)212-252-7021

BOARD OF DIRECTORS

Executive Committee

William D. Rader Chairman Charles A. Dana, Jr. President R. James Kraus Vice Chairman Adele C. Smithers Vice Chairman Carmel Fauci Vice President Denis I. O'Grady Vice President Anna Mae Skakel Vice President Frank Zachary Vice President Charles F. Smithers III Treasurer Emilie de Rohan-Chandor Secretary

Board Members

John. A Barone Marc Galanter, MD O. Aldon James, Jr. Charles S. Lieber, MD Freeman McNeil III Thomas C. Quick Mary Ellen Sutherland

Robert J. Campbell, MD Chairman Emeritus

Founders

Nicholas A. Pace, MD Buford G. Peterson 1915-1984 R. Brinkley Smithers 1907-1994

Executive Director

Stacia A. Murphy

The New York Affiliate of the National Council on Alcoholism and Drug Dependence

971101329

DOCKET FILE COPY ORIGINAL

June 6, 1997

Commissioner Rachelle Chong Federal Communications Commission 1919 M Street NW Washington, DC 20554

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

MJOSEPH

Muriel Joseph

RECEIVED

9746.325



Mothers Against Drunk Driving

Post Office Box 601008 • Sacramento, California 95860 • (916) 489-1000 • 1 (800) I AM MADD **CALIFORNIA STATE ORGANIZATION**

June 13, 1997

Commissioner Rachette Chong Federal Communications Commission 1919 M Street, N.W., Room 844 Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Commissioner Chong:

Thank you for sharing MADD's concern regarding alcohol advertising that could encourage children to drink.

MADD has never advocated a total ban on alcohol advertising. We believe that the First Amendment arguments plague such a position. Our position on alcohol advertising applies equally to beer, wine and distilled spirits; we make no distinction among the three in advertising.

MADD joined with the NCADD in the filing of a petition several weeks ago with the FCC calling for counter advertising and while Congress clearly has the authority to intercede in this debate, that does not mean that the FCC does not also have jurisdiction. It is clear from the actions in Congress over the last several months that they are not going to act.

MADD believes the door is open for the FCC to conduct an inquiry and allow all interested parties to be heard. The public has a right to be heard. They own the airways. The broadcast or the alcohol industries do not own them.

Please reconsider your opinion on this matter and support Chairman Hurdt's request to hold MECE VED public hearings. What harm could possibly be done by allowing the public to speak? Our children will thank you for it.

Sincerely,

Victoria Cloud **Executive Director** June 10, 1997

Commissioner Rachelle Chong Commissioner James Ouello Federal Communications Commission 1919 M Street NW Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communication's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being serviced by alcoholic beverage advertisements that are appealing to children.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope that you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Bothn Bergman.

11305 bornst.

Kenport NJ07735

MECELYED M. 13 1 ST M. 81

The National Council on Alcoholism and Drug Dependence-Michiana



97.6.330



The Alcoholism Council, Inc.

818 E. Jefferson Blvd. South Bend, Indiana 46617 Telephone (219) 234-6024

June 10, 1997

Commissioner Rachelle Chong Federal Communications Commission 1919 M. Street NW Washington, D.C. 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airways and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest in not being served by alcohol beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence, of which our agency is an affiliate, has RECEIVED petitioned the FEE to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Sharon M. Burden, CSW, CEAP

Executive Director





5748-381

DUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE -LONG BEACH AREA

June 10, 1997

WUKET FILE COPY ORIGINAL

3750 Long Beach Blvd. Long Beach, CA 90807 Tel. (310) 426-8262 Fax: (310) 426-5283

Recovery and Treatment Intervention Community Prevention Woman to Woman Programs Residential and Outpatient Sober Living

Commissioner Rachelle Chong **Federal Communications Commission** 1919 M Street NW 1920 Washington, DC 20554

Dear Commissioner Chong,

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will consider CC N support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Alecham

Sincerely,

Jeanette G. Peckham Executive Director

JP/pk

300 North Avenue, East Westfield, New Jersey 07090 908/233-8810 908/233-8892 (V/TDD) 908/233-8932 (Fax)



97486333

RECEIVED

Gail P. Brady Executive Director Gladys Kearns

Secretary/Treasurer

Charles J. Kelchner

Vice President

Brian Buonanni

President

Jun 20 '97

National Council on Alcoholism and Drug Dependence of Union County, The Parks

June 11, 1997

Commissioner Rachelle Chong Federal Communications Commission 1919 M Street NW Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependency has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

to the content of which is the first of the second of the content of the content of the content of the content

And the property of the control of t

en in se<mark>mentation de la comprese de la francia de la graphitation</mark> de la francia de l

Thank you for your time and consideration,

Sincerely,

Patricia A. Ward, BA, CADC Public Information Officer MECE VED



352 Park Avenue South New York, NY 10010 (P)212-252-7001 (F)212-252-7021

> **BOARD OF DIRECTORS**

Executive Committee

William D. Rader Chairman Charles A. Dana, Ir. President R James Kraus Vice Chairman Adele C. Smithers Vice Chairman Carmel Fauci Vice President Denis J. O'Grady Vice President Anna Mae Skakel Vice President Frank Zachary Vice President Charles F. Smithers III Treasurer Emilie de Rohan-Chandor Secretary

Board Members

John, A Barone Marc Galanter, MD O Aldon lames in Charles S. Lieber, MD Freeman McNeil III Thomas C. Quick Mary Ellen Sutherland

Robert J. Campbell, MD Chairman Emeritus

Founders

Nicholas A. Pace, MD Buford G. Peterson 1915-1984 R. Brinkley Smithers 1907-1994

Executive Director

Stacia A. Murphy

The New York Affiliate of the National Council on Alcoholism and Drug Dependence

June 6, 1997

Commissioner Rachelle Chong Federal Communications Commission 1919 M Street NW Washington, DC 20554

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,



MECENED STATES

FOR ALCOHOL & DRUG SERVICES OF CENTRAL OKLAHOMA THE REFERRAL CENTERY

June 10, 1997

1215 N.W. 25th Street • Oklahoma City, OK 73106 • (405) 525-2525

ECE VED

97000331 Federal Communications Commission CKET FILE CUPY ORIGINAL 1919 M. Street N.W. Washington, DC 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague our natiants youth I strongly urge you to support a Notice of Inquiry take examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcohol beverage advertisements that are appealing children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report President, Congress, parents, teachers, the professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-advertisements. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

0ur nation's youth need the consideration that being is requested.

Thank you for your time and your consideration of my request.

Sincerely,

K. McElroy

Executive Director



9748-330

SAN FERNANDO VALLEY ALCOHOL POLICY COALITION

A network to support public policy efforts aimed at prevention of alcohol-related problems
14557 Friar Street - #107 - Van Nuys, CA 91411
(818) 754-8232

June 11, 1997

Commissioner Rachelle Chong Federal Communications Commission 1919 M Street NW - Suite 222 Washington, DC 20554

Dear Commissioner Chong:

Alcohol related problems continue to endanger our nation's youth. We strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The San Fernando Valley Alcohol Policy Coalition is a grassroots network of community representatives working to reduce alcohol-related problems in our communities. Our members include representatives from Home Owners Associations, law enforcement (L.A.P.D. and Alcohol Beverage Control), youth organizations and other community groups.

It is the responsibility of the Federal Communications Commission to give broadcasters a license to use the public airwaves, and it is the broadcasters' responsibility to serve the public interest. We are very concerned the public interests are not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the impact these ads have, explore the effects on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads to these alcohol advertisements. As you consider this important issue, we strongly urge you to support the NCADD petition and the FCC's authority to implement it.

Thank you for your consideration of our request.

Sincerely.

Ilene Shapiro, Chair

San Fernando Valley Alcohol Policy Coalition

TO STATE OF THE PROPERTY OF TH

MECENED MASSIVED SEMISI

Placentia Alcohol, Tobacco and Other Drug Coalition

802 East Chapman Avenue Fullerton, CA 92831

Phone (714) 525-6033 • Fax (714) 525-6364 Supported by YMCA Communities in Prevention - North

9746 38

RECEIVE!

June 12, 1997

Commissioner Rachelle Chong **Federal Communications Commission** 1919 M Street, N.W. Suite 222 Washington, DC 20554

Dear Commissioner Chong;

I am writing to strongly urge you to support opening a Notice of Inquiry to explore the potential impact of liquor advertising on TV and radio. Although much needed, there is little current information about the reach and effects of broadcast alcohol advertising on young people. The proposed Notice of Inquiry would authorize the Commission to develop a factual record that will inform the industry, congress. other agencies, and the public about the current extent of broadcast alcohol advertising and potential means to protect children from exposure to messages that encourage them to drink.

Failure to authorize the Notice of Inquiry would be an abdication of your responsibility as a Commissioner. The FCC regulates the most powerful forms of public media and, recognizing their broad influence, licenses TV and radio stations to broadcast in the public interest. The issue of alcohol advertising on TV and radio certainly has an impact on public interest, particularly the public health.

Alcohol related problems cost our nation close to \$100 billion each year. Alcohol plays a role in a wide range of serious health and social problems including violence and traumatic injuries that end thousands of young lives every year. Questions about the potential impact of adding liquor ads to the existing broadcast beer and wine promotions warrant the thoughtful consideration of the Commission. The information that would be gathered in this Inquiry is necessary to determine what, if any, action is needed.

Here in California, the Center on Alcohol Advertising recently conducted a statewide poll that found 68% of Californians would support a law prohibiting alcohol advertising that appeals to children and teenagers, whether or not the appeal is intentional. Seventy-five percent (75%) believe that the beer industry targets teenagers with its advertising.

I understand that you are preparing to leave your position on the Francisco Bay Area. I am sure Californians would be very disappointed to learn that you stood in the way of this FCC Inquiry. I hope that you will consider how your fellow Californians feel about alcohol advertising, and that you will support the proposed Notice of Inquiry.

Sincerely,

Edziak

Placentia Alcohol, Tobacco and Other Drug Coalition

97000328

Linda Gale Goldsmith 8477-46 Thunder Mountain Road Juneau, Alaska 99801 (907)789-6949 fax (907)463-2539

June 11, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

FEDERAL COMMUNICATIONS
OFFICE OFFICE

Dear Commissioner Chong:

Please support a Notice of Inquiry to examine the Commission's role in addressing the current alcohol advertising issue. The public interest is not being served by alcohol advertisements that are appealing to kids. An examination of these advertising practices has been needed for a long time.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-advertising. Please support this petition, as well as the FCC's authority to implement it.

Thank you for your time and consideration.

Sincerely,

MECE VED



DOCKET FILE COPY ORIGINAL

RAL COMMUNICATI

RECEIVED

June 11, 1997

Commissioner Rachelle Chong Federal Communications Commission 1919 M Street NW Washington, DC 20554

Dear Commissioner Chong,

The use of alcohol amongst our nation's youth is an ongoing and growing problem. Advertising distilled spirits on radio and television does not seem to me part of the solution in dealing with an already serious dilemma. Therefore, I ask that you move forward to hold hearings on this issue. I believe that this would be the responsible thing for the Federal Communications Commission to do.

As the father of two small children, I have a real concern about the direction we may be heading in terms of alcohol advertising and its influence on children. We know, without a doubt, that advertising influences people. That's why companies spend so much time, effort and money doing it. Therefore, we have a very real and shared responsibility to our nation's children to take a serious and judicious look at the realities and potentials of this issue.

Please do a thorough examination and have hearings on this. Thank you very much.

Sincerely,

Daniel K. Duncan

Director of Community Services







Your Life Matters

352 Park Avenue South New York, NY 10010 (P)212-252-7001 (F)212-252-7021

BOARD OF DIRECTORS

Executive Committee

William D. Rader Chairman Charles A. Dana, Ir. President R. James Kraus Vice Chairman Adele C. Smithers Vice Chairman Carmel Fauci Vice President Denis J. O'Grady Vice President Anna Mae Skakel Vice President Frank Zachary Vice President Charles F. Smithers III Treasurer Emilie de Rohan-Chandor Secretary

Board Members

John. A Barone Marc Galanter, MD O. Aldon James, Jr. Charles S. Lieber, MD Freeman McNeil III Thomas C. Quick Mary Ellen Sutherland

Robert J. Campbell, MD Chairman Emeritus

Founders

Nicholas A. Pace, MD Buford G. Peterson 1915-1984 R. Brinkley Smithers 1907-1994

Executive Director

Stacia A. Murphy

The New York Affiliate of the National Alcoholism Dependence

971mm 3427

JOCKET FILE COPY ORIGINAL

June 6, 1997

Commissioner Rachelle Chona **Federal Communications Commission** 1919 M Street NW Washington, DC 20554

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plaque our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urae vou to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue. MECEIVED

Thank you for your time and consideration.

Sincerely, anna Mae Skaxel

Anna Mae Skakel



Your Life Matters

352 Park Avenue South New York, NY 10010 (P)212-252-7001 (F)212-252-7021

BOARD OF DIRECTORS

Executive Committee

William D. Rader Chairman Charles A. Dana, Jr. President R. James Kraus Vice Chairman Adele C. Smithers Vice Chairman Carmel Fauci Vice President Denis J. O'Grady Vice President Anna Mae Skakel Vice President Frank Zachary Vice President Charles F. Smithers III Treasurer Emilie de Rohan-Chandor Secretary

Board Members

John. A Barone Marc Galanter, MD O. Aldon James, Jr. Charles S. Lieber, MD Freeman McNeil III Thomas C. Quick Mary Ellen Sutherland

Robert J. Campbell, MD Chairman Emeritus

<u>Founders</u>

Nicholas A. Pace, MD Buford G. Peterson 1915-1984 R. Brinkley Smithers 1907-1994

Executive Director

Stacia A. Murphy

The New York Affiliate
of the National
Council on
Alcoholism
and Drug
Dependence

June 6, 1997

Commissioner James Quello Federal Communications Commission 1919 M Street NW Washington, DC 20554

Dear Commissioner Quello,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely, anna mae Skaxel





Anna Mae Skakel



Robert O Sorason Executive Director

Special Education

June 11, 1997

Superintendent

Commissioner Rachelle Chong Commissioner James Quello **Federal Communications Commission** 1919 M Street NW Washington, DC 20554

BOCKET FILE COPY ORIGINAL

Dear Commissioners Chong and Quello:

Alcohol related problems continue to plaque our nation's youth. I strongly urge you to support a Notice of Inquiry to examiner the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airways, and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being serviced by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Robert O. Sornson **Executive Director**

Special Education Services

ROS:kw C\commissioner.697

501 West Main Street Northville, Michigan 48167-1583 (248) 344-8443 Fax (248) 347-6928

CITY OF SARTA BARBARA

Gilbert Garcia
Councilmember

June 12, 1997

City Hall De la Guerra Plaza (805) 564-5322

Mailing address: Post Office Box 1990 Santa Barbara, CA 93102-1990

FAX: (805) 564-5475

Commissioner Rachelle Chong Commissioner James Quello Federal Communications Commission 1919 "M" Street, NW Washington, DC 20554 WUKET FILE COPY ORIGINAL

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

RECEIVED

RE: NOTICE OF INQUIRY

Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcaster's responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have; explore the effects they have on children, and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Mayor Pro Tempore

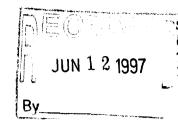
Santa Barbara City Council

MECEIVED

FIGHTING BACK

232 E. Canon Perdido P.O. Box 28 Santa Barbara, CA 93102 (805) 682-6667 • (805) 963-4099 FAX

9746.350



SANTA BARBARA'S
COMMUNITY INITIATIVE
To Reduce Demand for
Illegal Drugs and Alcohol

June 6, 1997

Commissioner Rachelle Chong Commissioner James Quello Federal Communications Commission 1919 "M" Street, NW Washington, DC 20554 LOCKET FILE COPY ORIGINAL OF SECRETARY OF SE

Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have; explore the effects they have on children, and examine solutions to the problem. The FCC could then report to the President, Congress, parents teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Van Riley

District Superintendent of Schools

FIGHTING BACK

232 E. Canon Perdido P.O. Box 28 Santa Barbara, CA 93102 (805) 682-6667 • (805) 963-4099 FAX



SANTA BARBARA'S
COMMUNITY INITIATIVE
To Reduce Demand for
Illegal Drugs and Alcohol

MECE VED

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

June 6, 1997

Commissioner Rachelle Chong Commissioner James Quello Federal Communications Commission 1919 "M" Street, NW Washington, DC 20554



Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have; explore the effects they have on children, and examine solutions to the problem. The FCC could then report to the President, Congress, parents teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

wan

Sincerely.

James Ash

President, Chief Executive Officer

Cottage Hospital

FIGHTING BACK

232 E. Canon Perdido P.O. Box 28 Santa Barbara, CA 93102 (805) 682-6667 • (805) 963-4099 FAX 970 - 352

SANTA BARBARA'S
COMMUNITY INITIATIVE
To Reduce Demand for
Illegal Drugs and Alcohol

June 6, 1997

Commissioner Rachelle Chong Commissioner James Quello Federal Communications Commission 1919 "M" Street, NW Washington, DC 20554

LOCKET FILE COPY ORIGINAL



Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have; explore the effects they have on children, and examine solutions to the problem. The FCC could then report to the President, Congress, parents teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Tom Sneddon

District Attorney



The Council on Alcoholism and Drug Abuse

An Affiliate of the National Council on Alcoholism and Drug Dependence, Inc. P.O. Box 28 • Santa Barbara, California 93102 • (805) 963-1433 • FAX (805) 963-4099

971. m. 353

June 6, 1997

Commissioner Rachelle Chong Commissioner James Quello Federal Communications Commission 1919 "M" Street, NW Washington, DC 20554

DOCKET FILE COPY ORIGINAL

PEDERAL COMMUNICATIONS
CONTINUES ON THE PERSON OF SECRETARY

MOS SENSO

Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have; explore the effects they have on children, and examine solutions to the problem. The FCC could then report to the President, Congress, parents teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Barnaby Conrad Author, Artist



Morris Council on Alcohol & Drug Abuse

255 West Main Street Denville, New Jersey 07834 Telephone 201-625-1998 17-C East Main Street FAX 625-8048

971.351

June 10, 1997

Commissioner Rachelle Chong **Federal Communications Commission** 1919 M Street NW Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the effects they have on children and examine solutions to the problem. The FCC counterport to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's as you consider this important issue. Thank you for your time and

Sincerely,

MORRIS COUNCIL ON ALCOHOL & DRUG ABUSE

Barbara Kauffman

Executive Director

Mongiellos

Assistant Director

/vs



Your Life Matters

352 Park Avenue South New York, NY 10010 (P)212-252-7001 (F)212-252-7021

BOARD OF DIRECTORS

Executive Committee

William D. Rader Chairman Charles A. Dana, Jr. President R. James Kraus Vice-Chairman Adele C. Smithers Vice Chairman Carmel Fauci Vice President Denis J. O'Grady Vice President Anna Mae Skakel Vice President Frank Zachary Vice President Charles F. Smithers III Treasurer Emilie de Rohan-Chandor Secretary

Board Members

John. A Barone Marc Galanter, MD O. Aldon James, Ir. Charles S. Lieber, MD Freeman McNeil III Thomas C. Quick Mary Ellen Sutherland

Robert J. Campbell, MD Chairman Emeritus

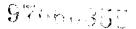
Founders

Nicholas A. Pace, MD Buford G. Peterson 1915-1984 R. Brinkley Smithers 1907-1994

Executive Director

Stacia A. Murphy

The New York Affiliate of the National Council on Alcaholism Dependence



June 6, 1997

Commissioner Rachelle Chona Federal Communications Commission DOCKET FILE COPY ORIGINAL 1919 M Street NW Washington, DC 20554

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plaque our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge vou to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Carmen Negron



June 18, 1997

Commissioner Rachelle Chong Federal Communications Commission DOCKET FILE COPY ORIGINAL 1919 M Street NW Washington D.C. 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcaster's responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration!

Sincerely

Lisa Tiesworth, Prevention Specialist Berrien County Health Department's

Alcohol/Drug Abuse Program

PLEASE REPLY TO:

Benton Harbor Office 769 Pipestone St., P.O. Box 706

St. Joseph Office 4066 Red Arrow Hwy. Benton Harbott Miral DEDIL etter to Federal Communication mGommissiphers 2.doc 926-7121 428-5000 Fax: 926-8129

Niles Office South County Bidg. 1205 N. Front Street Niles, Mi 49120 684-2800

Three Caks Office 21 North Elm Three Oaks, MI 49128 756-2008

Commissioner Rachelle Chong Commissioner James Quello Federal Communications Commission 1919 M Street NW Washington, DC 20554 DOCKET FILE COPY ORIGINAL

97060357

Dear Commissioner --:

Alcohol related problems continue to plague our hation's youth.
I strongly urge you to support a Notice of Induity to examine the
Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Charles Stiles

125 Grace

noutwille Mr 48167

FEDERAL COMMUNICATION
COMMISSION
OFFICE OF SECRETARY

RECEIVED